



November 1, 2022

President Palmer
Village of Elm Grove
13600 Juneau Blvd
Elm Grove, WI 53122-1679

Dear President Palmer,

Thank you for your support for the Waukesha County Center for Growth's countywide economic development initiative! The Village of Elm Grove's commitment to our efforts to advance businesses and grow communities is critical to the growth and prosperity of Waukesha County.

With your support, the Center for Growth has been able to continue to advance our mission of advancing businesses and growing communities. Highlights over the past year include:

- Providing technical assistance and support to our local partners through the Economic Development Roundtable and by serving as the conduit to WEDC, Milwaukee 7, SEWRPC, and the Waukesha County Business Alliance.
- Partnering with SEWRPC to develop customized community profiles for each of our investor communities.
- Delivering counseling services to more than 150 small businesses in the county, resulting in more than \$10 million in capital infusion.
- Supplying access to capital for Waukesha County businesses through the deployment of GROW Fund loans.

Over my first few months as Executive Director of the Waukesha County Center for Growth, I have been fortunate to engage with your team on a number of initiatives, including:

- Providing WI Main Street Bounceback Grant Letters of Acknowledgement to Village of Elm Grove businesses, which allows businesses to receive \$10,000 cash grants for leasing or acquiring previously vacant commercial space.
- Visiting with staff to understand the Village's economic development priorities and key development opportunities and assets.

As the Center for Growth continues to evolve to meet the needs of our businesses and communities, we will be introducing new initiatives while continuing to efficiently and effectively maintain existing programming. Focus areas in 2023 will include:

Waukesha County Center for Growth, Inc.

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- The launch of a formal Business Retention & Expansion (BRE) program. This program will implement annual touchpoints with key employers in the county, ensuring that our economic development team is proactively addressing employers' challenges, assisting with growth opportunities, and celebrating milestones. A key element of the BRE program will entail engaging municipal partners such as Village of Elm Grove staff in these meetings.
- Growing the GROW Fund, which is our finance tool to support business growth and workforce housing projects. Throughout 2023, we will expand efforts to both increase deployment of the GROW Fund for suitable projects, while also seeking additional strategic partners to contribute to the Fund.
- Launching a new Waukesha County Center for Growth website and newsletter, both of which will include an expanded focus on marketing the county and our investor communities to businesses and talent.

As we look to continue the partnership in 2023, your community will receive a formal renewal contract in December. In the meantime, we welcome the opportunity to meet with your community and provide an update to public officials.

Thank you again for the Village of Elm Grove's commitment to the Waukesha County Center for Growth. We look forward to a successful 2023!

Sincerely,



Nicole Ryf
Executive Director

Waukesha County Center for Growth

CC: David DeAngelis, Village Manager